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## **NeoTool Hires Vice President of Marketing to Further Market Growth**

*Jon Mertz Joins NeoTool Team to Build on Market Presence*

Plano, Texas, January 26, 2005 – NeoTool, a leader in healthcare interfacing solutions, announced that Jon Mertz joined the NeoTool team as Vice President of Marketing, bringing years of software marketing and business development experience.

“Jon is a great addition to the NeoTool team. In addition to his marketing talent, his demonstrated commitment to customer satisfaction is a great fit for our team.” said Phil Guy, NeoTool’s Chief Executive Officer. “Jon’s background in developing marketing strategies and implementing focused OEM and end user programs will enhance NeoTool’s presence in the healthcare interfacing market.”

Mertz worked previously in various senior marketing and business development roles at software and consulting firms such as BMC Software, IBM, and Deloitte. In addition to his marketing experience, Mertz worked in developing and implementing successful partner relationships and partner support programs.

“The customer-centered nature of NeoTool stands out in the healthcare software market,” said Mertz. “NeoTool’s integration software solutions deliver immediate value to healthcare providers and vendors, and I look forward to working with our customers and the great team at NeoTool.”

NeoTool continues to expand its customer base and hire talented professionals to build a customer-centered healthcare software company.

### **About NeoTool:**

NeoTool’s healthcare integration solutions empower organizations to develop, test, deploy, and manage data exchanges between healthcare applications and providers. Through software, training, and consulting, NeoTool is the largest firm dedicated solely to HL7 and healthcare application interfacing. NeoTool customers include healthcare providers (e.g., hospitals, imaging centers, labs, and clinics) and healthcare software application providers and medical device manufacturers. [www.neotool.com](http://www.neotool.com)

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